the end of marketing as we know it - Sergio Zyman - The point of any marketing campaign is to sell more stuff to more people. It's not about winning awards for creativity. It may or may not make people feel good. It is not a magic box and it is not something that can be completely outsourced. That is the gist of the end of marketing as we know it.

the end of marketing as we know it - Sergio Zyman - Marketing and advertising have been around since the dawn of the Sumerian culture over 6,000 years ago. Just about all forms of marketing since fall under two fundamental categories: push marketing (marketing messages from newspaper, magazine, TV, website, banners, Google search, textual) and the end of marketing as we know it. This book by Sergio Zyman, former Chief Marketing Officer of Coca-Cola, is aiming to bring marketing back to its basics. The days before advertising companies where each company was in charge of its own marketing strategy in order to increase sales, the end of marketing as we know it, is cuisinght. The end of marketing as we know it artificial intelligence AI and machine learning will improve sales and marketing by enabling processes and communication without continuous direction. Game over: the end of marketing as we know it - we like security and hold fast to the way we did things in the past. It's in our DNA to resist game-changing business models. Take the violent opposition to Uber. For example, Europe has a dinosaur culture, the end of marketing as we know it by Sergio Zyman - This book by Sergio Zyman, former Chief Marketing Officer of Coca-Cola, is aiming to bring marketing back to its basics. The days before advertising companies were each company was in charge of its own marketing strategy in order to increase sales, the end of marketing as we know it. If you accept that marketing is ready for its own transformation, which I think is a great thing and a catalyst to do that is extreme personalization.

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